

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A networked sales method, comprising:
presenting, via a first network, item information associated with an item on a sales screen to a user;
communicating a variable price schedule for the item to the user, the variable price schedule including a plurality of price selections for the item;
receiving a reminder command associated with a selection of an entry in the variable price schedule from the user, the reminder command including a price selection from the plurality of the price selections for the item; and
notifying the user when the entry in the variable price schedule is reached.
2. (Previously Presented) The method of claim 1 wherein the entry is a price entry and wherein the notifying notifies the user when the price entry is reached.
3. (Previously Presented) The method of claim 1 wherein the entry is a date entry and wherein the notifying notifies the user when the date entry is reached.
4. (Previously Presented) The method of claim 1 wherein the notifying of the user includes notifying the user through a second network with a near-real-time alerting mechanism.
5. (Previously Presented) The method of claim 1 wherein notifying of the user includes notifying the user through a wireless network.
6. (Previously Presented) The method of claim 1 wherein the notifying includes presenting a purchase acceptance control to the user.

7. (Previously Presented) The method of claim 6 wherein the notifying notifies the user through a telephone network and wherein the presenting of the purchase acceptance control requests that the user signal acceptance using dial keys for a telephone connected to the telephone network.
8. (Previously Presented) The method of claim 1 wherein acceptance of the reminder command in the receiving of a reminder command from the user is contingent on the receipt of contact information in a step of receiving contact information for the user, but wherein the presenting of the item is independent of the receipt of any contact information from the user.
9. (Previously Presented) The method of claim 1 wherein the receiving of the reminder command is responsive to only a single click on a reminder control.
10. (Previously Presented) The method of claim 1 wherein the presenting of the item information includes presenting the plurality of price selections for the item including a plurality of time-separated price choices from a falling-price schedule.
11. (Previously Presented) The method of claim 1 wherein the presenting of the item information includes presenting the plurality of price selections for the item including a present price and at least one future price, and further including displaying a present purchase control button next to the present price and a future purchase control button next to the future price.
- 12.-16. (Cancelled)

17. (Previously Presented) A networked sales system, comprising:
means for presenting via a first network item information associated with an item on a sales screen to a user;

means for communicating a variable price schedule for the item to the user, the variable price schedule including a plurality of price selections for the item;

means for receiving a reminder command associated with a selection of an entry in the variable price schedule from the user, the reminder command including a price selection from the plurality of price selections for the item; and

means for notifying the user when the entry in the variable price schedule is reached.

18.-28. (Cancelled)

29. (Previously Presented) The method of claim 1, wherein the presenting of the item information includes:

displaying an item identifier for an item on a sales screen, and

displaying a price box for the item on the sales screen.

30. (Previously Presented) The method of claim 29 wherein the displaying of the item identifier includes displaying an image of the item on the sales screen and wherein the displaying of the price box displays the price box proximate the image of the item.

31. (Previously Presented) The method of claim 29 wherein the displaying of the item identifier includes displaying an image on the sales screen and wherein the displaying of the price box displays the price box to overlap the image of the item.

32. (Previously Presented) The method of claim 29 wherein the displaying of the plurality of price choices displays the plurality of choices as a series of user price selection controls.

33. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule to the user includes displaying at least one of the user price selection controls as a control that is responsive to a single actuation to place a bid on the item.

34. (Cancelled)
35. (Original) The method of claim 29 wherein the price box has one curved edge.
36. (Original) The method of claim 29 wherein the price box has a circular marking near one of its edges.
37. (Previously Presented) The method of claim 29 further including displaying price boxes for different items and further displaying price choices for those items on the same screen.
38. (Previously Presented) The method of claim 37 further including displaying an image for each of the items on the sales screen.
39. (Previously Presented) The method of claim 29 further including the displaying further price information for the item in response to user interaction with the price box.
40. (Previously Presented) The method of claim 39 wherein the displaying further price information displays the information in a window that overlays an area of the screen in which the price box and the item identifier are displayed.
41. (Previously Presented) The method of claim 39 wherein the displaying is responsive to the user locating a pointing device cursor above a screen area associated with the item.
42. (Original) The method of claim 29 wherein the price box further includes an accessorize button that is responsive to user input to retrieve information about items available that complement the item for which the price box is displayed.
43. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying a present price and a present purchase control button next to it.

44. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying a future price and a future purchase control button next to it.

45. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying the plurality of choices as a series of displayed price values each located proximate one of a plurality of purchase control buttons, and wherein the plurality of purchase control buttons includes at least one present purchase control button and at least one future purchase control button.

46. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying the plurality of choices a series of displayed price values each located proximate one of a plurality of purchase control buttons.

47.-48. (Cancelled)